Education Review is a major reference point for schools and is by far the highest targeted circulating publication for this sector. Sent to every school principal in Australia, it aims to provide educators from early childhood through to secondary education, an independent source of news and features which is informative, practical and insightful.

With a strong focus on primary and secondary school teachers and principals, and the issues which affect them in the day to day life of schools, both private and public, Education Review is an ideal communication vehicle for suppliers and providers to promote their products and services to these educators Australia-wide.

Advertising in Education Review ensures that your message is delivered directly to a niche market of actively engaged consumers with a high relevance to you.

Our editorial team knows that if something you are engaged in now is relevant to our audience, it deserves to be in the magazine, and our commercial team are keen to work with you to maximise the effectiveness of any campaign you decide to run with Education Review.

<table>
<thead>
<tr>
<th>Technical staff</th>
<th>Teachers Aid</th>
<th>Principal</th>
<th>Administration</th>
<th>Deputy/Assistant Principal</th>
<th>Teacher</th>
</tr>
</thead>
</table>

According to IBS World Report data:

“Over the next five years through 2016-17, the education sector’s revenue is forecast to expand 3.6% per annum to a total of $100.6bn.”

2011 Education Sector

<table>
<thead>
<tr>
<th>Total Revenue</th>
<th>Total Profit</th>
</tr>
</thead>
<tbody>
<tr>
<td>$84.1bn</td>
<td>$9.3bn</td>
</tr>
</tbody>
</table>

Partnerships

APN Educational Media, publishers of Education Review, has developed partnerships with the key industry organisations below. Under these partnerships, Education Review runs dedicated editorial from each organisation on what is happening within their specific areas. As well as keeping readers up to date on the activities of these prominent organisations, the partnerships further ensure Education Review’s insightful and accurate reporting reaches the broadest audience and enjoys maximum penetration in the market.

| Australian Institute for Teaching and School Leadership | Australian College of Educators | Principals Australia regards Education Review as a quality publication covering contemporary education issues relevant to current and aspiring school leaders. |

Facts at a glance

<table>
<thead>
<tr>
<th>Issues per year</th>
<th>Aged between 35-64</th>
<th>Female</th>
<th>Male</th>
<th>Read most of every issue</th>
<th>Keep it for over a week</th>
<th>Read it for over 10 minutes</th>
<th>Readership*</th>
</tr>
</thead>
<tbody>
<tr>
<td>8</td>
<td>76%</td>
<td>56%</td>
<td>41%</td>
<td>77%</td>
<td>73%</td>
<td>88%</td>
<td>57,145</td>
</tr>
</tbody>
</table>

*implied

For more information contact

Luke Bear
T: 02 9936 8703 M: 0403 836 198
luke.bear@apned.com.au

Circulations Audit Board
24,423 as of April 2012
Print audience

How our readers get the latest education news

- Education Review Magazine: 70%
- Education Review Website: 63%
- Other media: 72%
- Word of mouth: 65%

For more information contact
Luke Bear
T: 02 9936 8703 M: 0403 836 198
luke.bear@apned.com.au
### Print technical specifications

APN only accepts JPG or PDF artwork.

Files must be 300dpi at 100% scaling. CMYK colour. Low resolution and/or poor quality files will not be accepted.

**Size:** All artwork must be supplied as per the exact sizes detailed in this media kit.

**Quickcut:** All our publications accept material via Quickcut.

---

## Print rates

<table>
<thead>
<tr>
<th></th>
<th>Casual</th>
<th>2-3 issues</th>
<th>6+ issues</th>
</tr>
</thead>
<tbody>
<tr>
<td>Double page spread</td>
<td>$10,535</td>
<td>$9,507</td>
<td>$8,577</td>
</tr>
<tr>
<td>Inside front cover spread</td>
<td>$12,642</td>
<td>$11,408</td>
<td>$10,292</td>
</tr>
<tr>
<td>Full page</td>
<td>$6,050</td>
<td>$5,749</td>
<td>$5,458</td>
</tr>
<tr>
<td>Inside cover</td>
<td>$7,260</td>
<td>$6,899</td>
<td>$6,550</td>
</tr>
<tr>
<td>Outside back cover</td>
<td>$7,563</td>
<td>$7,187</td>
<td>$6,823</td>
</tr>
<tr>
<td>Half Page</td>
<td>$2,410</td>
<td>$2,169</td>
<td>$1,928</td>
</tr>
<tr>
<td>Third Page</td>
<td>$1,513</td>
<td>$1,438</td>
<td>$1,367</td>
</tr>
<tr>
<td>Quarter Page</td>
<td>$1,446</td>
<td>$1,302</td>
<td>$1,157</td>
</tr>
<tr>
<td>Product or diary listing</td>
<td>$450</td>
<td>$405</td>
<td>$361</td>
</tr>
</tbody>
</table>

Sponsorship and insert rates available on request | These rates do not include GST | AD placement is at the discretion of the editor

---

**Trim:** 297 x 420mm

**Type:** 277 x 400mm

**Bleed:** 303 x 426mm

---

**Trim:** 297 x 210mm

**Type:** 277 x 190mm

**Bleed:** 303 x 216mm

---

**Trim:** 185 x 67mm

**HALF PAGE**

**QUARTER PAGE**

**THIRD PAGE**

---

**Trim:** 185 x 90mm

**QUARTER PAGE**

**QUARTER PAGE**

**THIRD PAGE**

---

**Trim:** 59 x 272mm

**90 x 133mm**
<table>
<thead>
<tr>
<th>Week</th>
<th>Advertorial Briefing Booking Deadline</th>
<th>Advertorial Material Deadline</th>
<th>Advertising Booking Deadline</th>
<th>Advertising Material Deadline</th>
<th>Delivered to audience</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Thursday 17 January</td>
<td>Friday 18 January</td>
<td>Wednesday 30 January</td>
<td>Thursday 31 January</td>
<td>Tuesday 12 February</td>
</tr>
<tr>
<td>2</td>
<td>Thursday 14 February</td>
<td>Friday 15 February</td>
<td>Wednesday 27 February</td>
<td>Thursday 28 February</td>
<td>Tuesday 12 March</td>
</tr>
<tr>
<td>3</td>
<td>Thursday 11 April</td>
<td>Friday 12 April</td>
<td>Wednesday 24 April</td>
<td>Thursday 25 April</td>
<td>Tuesday 7 May</td>
</tr>
<tr>
<td>4</td>
<td>Thursday 16 May</td>
<td>Friday 17 May</td>
<td>Wednesday 29 May</td>
<td>Thursday 30 May</td>
<td>Tuesday 11 June</td>
</tr>
<tr>
<td>5</td>
<td>Thursday 18 July</td>
<td>Friday 19 July</td>
<td>Wednesday 31 July</td>
<td>Thursday 1 August</td>
<td>Tuesday 13 August</td>
</tr>
<tr>
<td>6</td>
<td>Thursday 15 August</td>
<td>Friday 16 August</td>
<td>Wednesday 28 August</td>
<td>Thursday 29 August</td>
<td>Tuesday 10 September</td>
</tr>
<tr>
<td>7</td>
<td>Thursday 12 September</td>
<td>Friday 13 September</td>
<td>Wednesday 25 September</td>
<td>Thursday 26 September</td>
<td>Tuesday 8 October</td>
</tr>
<tr>
<td>8</td>
<td>Thursday 17 October</td>
<td>Friday 18 October</td>
<td>Wednesday 30 October</td>
<td>Thursday 31 October</td>
<td>Tuesday 12 November</td>
</tr>
</tbody>
</table>

For more information contact

**Luke Bear**

T: 02 9936 8703  M: 0403 836 198
luke.bear@apned.com.au
Education Review is published online weekly with subscribers sent an email every Thursday alerting them to the latest edition being live. We also offer advertisers the opportunity to send subscribers Exclusive Sponsored Email Campaigns.

Our online advertising options range from website leaderboards and boxes to sponsoring one of our weekly e-newsletters. Everyone has a preferred way of reading Education Review, this option will ensure you reach all readers, including those decision makers who subscribe to the online version only and all those in the education sector whose school has online institutional access.

Education Review contributors promote their material through social networks, and readers eagerly share their favourite discoveries with their colleagues.

**Website**
Approx. 5,554 visits per month
Approx. 50% of visitors are new to the site from 30 countries including the US, Great Britain, Canada, India, Singapore and more.

**Email**
Approx. 8,000 subscribers, most from Australia, NZ and Asia. You can reach our entire database by sponsoring our weekly e-newsletter or providing us with your own customised campaign.

For more information contact
Luke Bear
T: 02 9936 8703 M: 0403 836 198
luke.bear@apned.com.au
## Monthly listings

<table>
<thead>
<tr>
<th></th>
<th>Shared</th>
<th>Exclusive</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard</td>
<td>$1,197</td>
<td>$3,231</td>
</tr>
<tr>
<td>Box 1</td>
<td>$1,943</td>
<td>$5,243</td>
</tr>
<tr>
<td>Box 2</td>
<td>$1,774</td>
<td>$4,786</td>
</tr>
<tr>
<td>Box 3</td>
<td>$1,689</td>
<td>$4,559</td>
</tr>
</tbody>
</table>

**Shared** means your ad will be rotating with other ads upon page refresh.

**Exclusive** means no other ads will be rotating with your ad - subject to availability.

## Video

We can host your promotional video on our website. You will have a thumbnail of your video on the home page as well as a listing on our video page. Advertisers must provide video material of a maximum of 5 minutes hosted on a YouTube channel.

**Video**

$5,000

## Online frequency discounts

<table>
<thead>
<tr>
<th></th>
<th>3 months</th>
<th>6 months</th>
<th>12 months</th>
</tr>
</thead>
<tbody>
<tr>
<td>8%</td>
<td>15%</td>
<td>20%</td>
<td></td>
</tr>
</tbody>
</table>

## Online technical specifications

Artwork to be supplied in GIF or JPG, 100kb or lower. No Flash files accepted. **All content to be supplied Wednesday of the week before upload date.**
Our email database is compiled of approximately 8,000 individuals working in the education sector. Our online audience covers all aspects of the sector ranging from administrative staff to teachers, and principals.

You can reach our extensive database in two ways:

**A Weekly e-newsletter**
Exclusively sponsor one of our e-newsletters that are sent every Thursday;

<table>
<thead>
<tr>
<th></th>
<th>1 issue</th>
<th>4 issues</th>
<th>8 issues</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cost</td>
<td>$4,120</td>
<td>$3,700</td>
<td>$3,337</td>
</tr>
</tbody>
</table>

**B Customised e-campaign**
Provide us with your own customised campaign to send on behalf of our title. You provide the HTML we provide the audience!

$8,000

Teaming your campaign with the *Education Review* brand will enhance its credibility.

**Online technical specifications**
Artwork to be supplied in static GIF or JPG, 100kb or lower. No Flash files accepted. All content to be supplied Wednesday of the week before upload date.
Cancellations
There is a 50% cancellation fee if your AD is cancelled within 24 hours of the booking deadline. Cancellations after the booking date will be charged 100% of the agreed AD rate.

If artwork is not received by the material deadline, your AD will not be included in the issue and you will be invoiced the full amount. All cancellations must be provided in writing.

Editorial policy
We welcome editorial contributions in the form of news and feature articles as well as opinion pieces along with photographs. However, all submissions will be published at the editor’s discretion. The editor also reserves the right to edit, abridge or alter articles accepted for publication.

The booking of advertisements does not guarantee that submitted articles will be published.

Advertorial guidelines
Advertorial content should be supplied as a word document only, with hi res images supplied separately.

All images and logos should be saved as JPEG, PNG, or composite EPS files and supplied at 100% scaling, 300 dpi and saved in either grayscale or CMYK.

Colour proofs
No responsibility will be taken for print colour reproduction, nor will proofs be provided prior to production.

Online technical specifications
Artwork to be supplied in GIF or JPEG, 100kb or lower. No Flash files accepted.

All online content to be supplied Wednesdays of the week before upload date.

Print technical specifications
PDF files must be supplied press ready.

Files must be 300dpi at 100% scaling. CMYK colour. Low resolution and/or poor quality files will not be accepted.

Size: All artwork must be supplied as per the exact sizes detailed in this media kit.

Quickcut: All our publications accept material via Quickcut. www.quickcut.com.au

Artwork creation
If you require artwork creation, our in-house designers can provide a range of services that will ensure that your ad stands out from the rest. A production cost of $250 plus GST applies which includes a maximum of two changes.

Disclaimer
Modifications to supplied advertising material is not possible.

Whilst internal production processes verify that material is within specifications, the onus is firmly on the client/agency to supply material within our specifications and deadlines to ensure that adequate quality checking procedures can take place.